

**CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT  
(CTBID) BOARD**

**AGENDA**

**August 26, 2008**

**3:00 p.m.**

**City of Carlsbad**

**1635 Faraday Avenue, Room 173A  
Carlsbad, CA**

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**NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

**PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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**I. CALL TO ORDER**

**3:00 p.m.**

**II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

**(C) III. APPROVE MINUTES OF JULY 7, 2008**

To approve the minutes of the July 7, 2008 meeting of the CTBID Board of Directors.

**(C) IV. AB08-08-32 ACCEPT JUNE 30, 2008 ANNUAL REPORTS FROM CARLSBAD CONVENTION AND VISITORS BUREAU AND SAN DIEGO NORTH CONVENTION AND VISITORS BUREAU**

Accept the annual reports from Carlsbad Convention and Visitors Bureau and San Diego North Convention and Visitors Bureau dated June 30, 2008.

**V. STAFF REPORT**

Staff will provide the following reports at this time:

- 1) Financial report

**VI. AB 08-08-33 CARLSBAD MARATHON FOLLOW-UP ITEMS**

- 1) Follow-up on requests from Board for information on the Carlsbad Marathon

**VII. AB08-08-34 REINT REINDERS & ASSOCIATES REPORT AND PHASE II AGREEMENT**

Report by Reint Reinders and Associates regarding marketing study and recommendations for the Board's consideration. If Board chooses, Adopt Resolution #2008-6 to contract with Reint Reinders & Associates for Phase II of project to implement recommendations.

**VIII. NEXT MEETING**

The date for the next meeting will be decided. Agenda topics to include:

- 1)

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

**GENERAL COUNSEL COMMENT**

**PUBLIC COMMENT**

**ADJOURNMENT**